



The Hispanic Scholarship Fund and Procter & Gamble Team Up to Support Hispanics Pursuing Careers in Sciences, Technology, Engineering and Mathematics.

Scholarship deadline is Feb. 27 of 2009 for graduating high school seniors

Cincinnati, OH, Sept. 18th, 2008 – Procter and Gamble (P&G) and its Bounty, Charmin, Tide, and Pampers brands announced that they are contributing \$150,000 to the Hispanic Scholarship Fund (HSF), the nation’s leading organization supporting Hispanic higher education, to provide scholarships for Hispanic students pursuing college careers in the science, technology, engineering and mathematics (STEM) fields. The targeted nature of the contribution underscores the fact that Hispanic professionals are greatly underrepresented in those fields and many students who wish to pursue studies in them cannot afford to pay for a college education.

The announcement was made yesterday by HSF President and CEO Frank Alvarez and Edgar Sandoval, General Manager of the Multicultural Business, Market Development Organization and North America Marketing for P&G, at the HSF’s Alumni Hall of Fame event that took place in New York, which honors Hispanics who demonstrate the power of higher education and highlights how attaining a college degree can change individual lives and society as a whole for the better.

A Congressional Research Service report from 2008 on the U.S. Science and Technology Workforce indicates that science and technology-related professions are within the 30 fastest growing occupations, with a growth rate of 27 percent compared to the 10 percent average for all the occupations, while data from the U.S. Census confirms that only 13 percent of the Hispanic population 25 and older holds a bachelor’s degree or higher.¹

“Providing early college preparation and financial support are key factors to encourage Hispanic students to pursue STEM careers and help broaden the science, technology, engineering and mathematics workforce to meet future needs,” said Alvarez. “Last year, we were able to award 659 scholarships in the fields of STEM, but unfortunately had an unmet need of 1,474 due to lack of funding; our partnership with P&G will allow us to meet the growing needs of qualified applicants for scholarships.”

The scholarship application period started September 1, 2008 and will run until February 27, 2009. The HSF will award 48, \$2,500 scholarships to eligible Hispanic students who will be enrolled in school in the fall of 2009.

“As the Hispanic population in the United States continues to grow, it is important that we keep facilitating their access to a college education in order to build a diverse base of professionals in the science, technology, engineering and mathematics fields,” said Sandoval, who was the recipient of an HSF scholarship when he was an engineering major, exemplifying the impact a scholarship from HSF can have in a student’s life.

“Together with the HSF, P&G hopes to empower Hispanic youth with the tools to achieve their dreams, ensure their economic prosperity and improve their lives and those of their families,” he added.

Thanks to its diverse group of engineers, scientists and researchers, P&G can consistently deliver new and innovative products that enhance its consumers' experiences and meaningfully improve their everyday lives.

"The fact that I have an engineering degree gives me a sense of success. An engineering career can open the doors to employment at important companies," said Guillermo Vidal, Senior Engineer for Charmin at P&G. "I encourage Hispanic students to reach out to the HSF to get the resources they need to pursue a degree in the areas of STEM because only a few of us Hispanics are taking advantage of the great opportunities these fields offer."

P&G has been a corporate partner of HSF for over two decades, contributing more than \$3,000,000 in support of its commitment to help educate future Hispanic leaders. During the last academic year, P&G also funded the production of the HSF's College Road Map, a bilingual guidance tool to help parents and students navigate the college application process. The Road Map was distributed to 200,000 middle and high school Hispanic students and their families throughout the country.

For more information on how to apply for these scholarships, please visit www.hsf.net

About the Hispanic Scholarship Fund

Founded in 1975 as a not-for-profit, the Hispanic Scholarship Fund (HSF) is the nation's preeminent Latino scholarship organization, providing the Latino community more college scholarships and educational outreach support than any other organization in the country. During the 2007-2008 academic year, HSF awarded almost 4,100 scholarships exceeding \$26.7 million. In its 33-year history, HSF has awarded in excess of 86,000 scholarships, worth more than \$247 million, to Latinos attending nearly 2,000 colleges and universities in all 50 states, Puerto Rico, Guam and the U.S. Virgin Islands. For more information about HSF, please visit: WWW.HSF.NET.

About Procter & Gamble

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Gain®, Pringles®, Folgers®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Actonel®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, and Braun®. The P&G community consists of 138,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

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ⁱ Source: Educational Attainment in the United States: 2007.